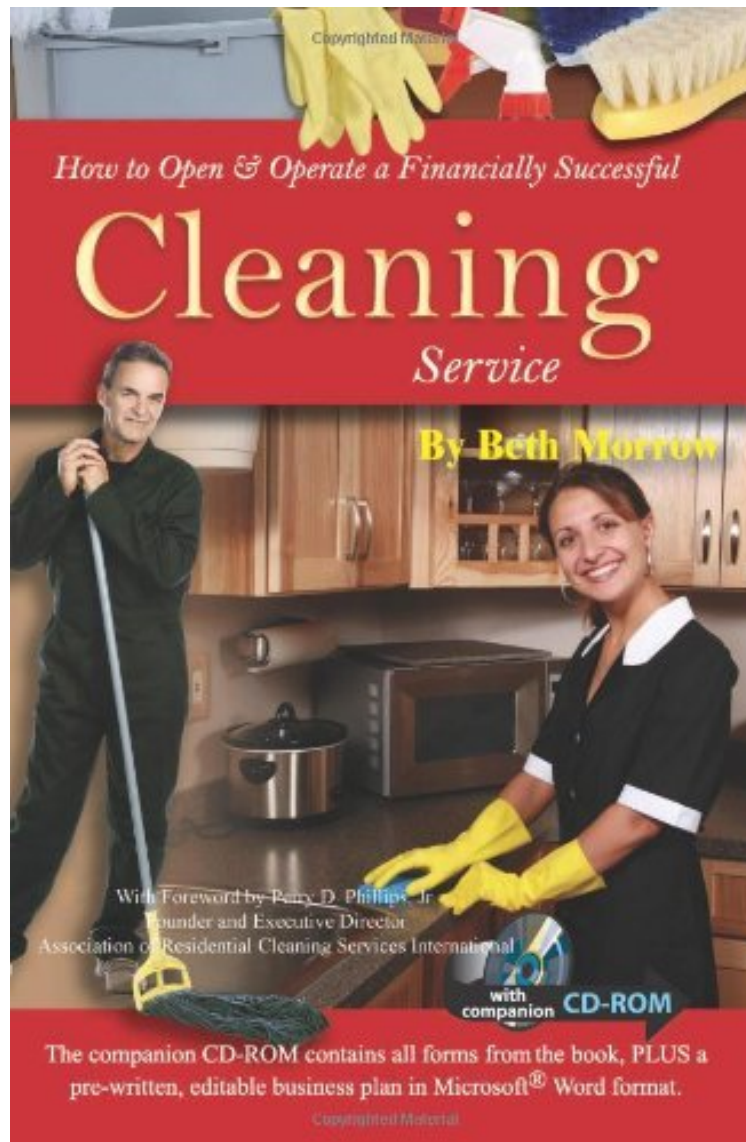


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# How to Open Operate a Financially Successful Cleaning Service

*Beth Morrow*

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**Beth Morrow : How to Open Operate a Financially Successful Cleaning Service** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Open Operate a Financially Successful Cleaning Service:

2 of 2 people found the following review helpful. Extremely detailed; however, poorly edited By M. Kory Woods 4.5 stars, actually. As mentioned in previous reviews, the book was poorly edited, one line was randomly repeated and random words were omitted or slightly altered (for example, "an" instead of "and") throughout the book. This is my only complaint. The content on the book, on the other hand is invaluable, the author took extreme care to almost every

aspect of the business outside of tax and legal advice (for obvious reasons, she refers you to your local accountant or attorney for this information). Outside of introducing you to your first clients herself, the author has done almost everything possible to aid you in establishing a cleaning business (provided you know how to professionally clean, which is lightly covered). She focuses on home cleaning, though (though to a lesser extent than home cleaning) covers janitorial (commercial/industrial/retail) jobs and takes a glance at carpet cleaning (which, in my opinion and business is a necessary part of janitorial work, as is stripping, waxing and buffing floors, to which there are but a few allusions). The author lays out easy to follow checklists or spreadsheets (and even a b-plan) for most everything a checklist or spreadsheet would be useful including financial projections and expectations on a job. There are also some other very useful resources in the appendix (and on the CD) notwithstanding the b-plan mentioned above such as simple things that instill confidence like a standardized method of answering the phone. Also covered are some general guidelines on how employees should interact with clients (namely, friendly but keep at the job) and methods for establishing procedures that will standardize the type of service offered and an explanation of the services so both clients know what to expect and employees know what to do. Hiring procedures are also detailed, general application, interview, hiring do's and don'ts are included as well as some suggestions on gaining employee unity and loyalty. The author also covers a general list of supplies and equipment necessary to first establish, though I would argue this list is not conclusive for janitorial work (especially if you'd like to supply clients with basic supplies, such as hand towels, soap, toilet paper and trash bags). If you'd like to be a distributor of basic supplies such as those previously listed or if you'd like the tax advantages of passing through the cost of the supplies used on a job to the (business) customer, this is omitted from the book, but your accountant will be able to help with this if you decide to go down that route (in the case of large janitorial jobs that go beyond basic cleaning such as floor crew, specifically, the wax alone of a substantial job [think schools] can run into the thousand dollar or more range). Overall, this is an excellently-written book, the few exclusions on which I commented will likely not be relevant to firms that focus on basic cleaning and most which just started, and if you do begin to enter these larger-scale jobs, the best advice to to research it (specifically, with the client or [more likely] their professional custodial representative [most schools, large warehouses, community centers and business parks have a full-time superintendent who knows what needs to get done and the materials used throughout the building]; however, if this is not the case and you're still interested in providing a large-scale floor crew service, I'd recommend talking to your distributor or the manufacturer of the necessary equipment and chemicals). I'd have liked to see more weight towards what the author calls "janitorial" jobs, but with research or experience a serious owner will learn these ropes quickly. I wish anyone reading this book the best of luck should you choose to open your own firm, it really is exciting and pleasurable!

1 of 1 people found the following review helpful. Some helpful information  
By linds13 This book was just ok. It contained a few pieces of helpful information that I had not thought of before, but overall the concepts in it were fairly simple and generic. It seemed like most of the information could have applied to any type of business. I'm not even sure the author has any personal experience with a cleaning business. So overall, not an awful book, but certainly not groundbreaking either.

0 of 0 people found the following review helpful. Four Stars  
By Customer I liked their approach to starting the business. Very helpful, straight forward, and quick to read.

A lot of people believe that they can set up and operate a cleaning business that will reap big profits with a few dollars and some cleaning supplies. The reality is most of these startups fail in a couple of months. As with any business, it takes hard work and time to develop a profitable cleaning business. However, armed with the detailed information in this new book, you can have your recession-proof cleaning business up and running quickly. You will learn how to build your client list quickly, properly bid on jobs, organize your schedule, and maximize your time and profits. You will learn everything you need to know BEFORE starting your cleaning business. A cleaning service can be run part- or full-time and can easily be started in your own home. As such, these businesses are one of the fastest growing segments in the service economy. This new book will teach you all you need to know about starting your own cleaning business in the minimum amount of time. Here is the manual you need to cash in on this highly profitable segment of the service industry. This new book is a comprehensive and detailed study of the business side of cleaning. This superb manual should be studied by anyone investigating the opportunities of opening a cleaning business and will arm you with everything you need, including sample business forms, contracts, worksheets and checklists for planning, opening, and running day-to-day operations, and dozens of other valuable, time-saving tools that no entrepreneur should be without. While providing detailed instructions and examples, the author leads you through finding a location that will bring success (if necessary), buying (and selling) a cleaning service, pricing formulas, sales planning, tracking competitors, bookkeeping, media planning, pricing, copy writing, hiring and firing employees, motivating workers, managing and training employees, accounting procedures, successful budgeting, and profit planning development, as well as thousands of great tips and useful guidelines. By reading this book, you will become knowledgeable about basic cost control systems, Web site plans and diagrams, software and equipment layout and planning, sales and marketing techniques, legal concerns, IRS reporting requirements, customer service, monthly profit and loss statements, tax preparation, public relations, general management skills, low and no cost ways to satisfy

customers and build sales, and auditing. In addition, you will learn how to draw up a winning business plan, how to set up computer systems to save time and money, how to hire and keep a qualified professional staff, how to generate high profile public relations, and how to keep bringing clients back. The manual delivers literally hundreds of innovative ways to streamline your business. Learn new ways to make your operation run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition owners will appreciate this valuable resource and use it as a reference in their daily activities and as a source for ready-to-use forms, Web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied.

About the Author Beth Morrow, M.Ed., is a freelance author and editor whose credits feature topics such as culture, education, writing, politics, self-help, and gardening. A teacher by trade, she resides in Ohio with her husband, son, and their six-year old black lab.